

CITY OF OAKLAND



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Council President Pro Tempore Sheng Thao
DISTRICT 4

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Date: 6/24/2021
To: Honorable Council President Bas
Members of the City Council
From: Council President Pro Tempore Sheng Thao, District 4
Re: Love Life Motto

RECOMMENDATION

Councilmember Thao Respectfully Requests That the City Council Receive An Informational Report From The City Administrator Or His Designee Regarding The Implementation Of The City Motto “Love Life”, Including Incorporation Of The Motto In Official Communication, Signage, And Other Means Deemed Appropriate

EXECUTIVE SUMMARY

On April 5, 2016, the City Council passed Resolution No. 86088 C.M.S. adopting “Love Life” as the City of Oakland’s official motto. In the resolution it is resolved, “That the City Council directs the City Administrator to incorporate the use of the motto in all official communication and return with a recommendation on the best means by which to publicize the City's adopted motto through welcome signage, in the City's official communications and by other means deemed appropriate.”

Since April 2018 Oakland City Council has not received an informational report regarding implementation of the “Love Life” motto.

BACKGROUND

On April 5, 2016, the City Council passed Resolution No. 86088 C.M.S. adopting “Love Life” as the City of Oakland’s official motto. As referenced in the resolution the motto of “Love Life” reflects its original inspiration and the many positive connotations of the City of Oakland.

Over a period of months, staff worked closely with the City Attorney’s Office to determine trademark infringement that would hinder the project. The findings allowed the project to move forward with the adoption, and staff contracted with a vendor to design the look of the motto.

On October 16, 2017, the City hosted a commemorative ceremony at the intersection of Durant and Bancroft Avenue to reveal the new signs that included the City motto. This event culminated in the kickoff of “Love Life Week” in the City of Oakland which included festivities with local nonprofits and community gatherings at Lake Merritt.

At the February 13, 2018 Life Enrichment Committee, staff was asked to provide an update on the progress and steps taken to install the new motto on all welcome to Oakland signs throughout the City. The new signage was due to be complete April 30, 2018. The oral report requested by President Pro Tempore Thao asks staff to update the Council on the completion of the signage and any further progress on the implementation of “Love Life” as the City motto, including in official signage and communication.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Sheng Thao". The signature is fluid and cursive, with the first name "Sheng" and last name "Thao" clearly distinguishable.

Council President Pro Tempore Sheng Thao
District 4